

Contact: Laurie Thomas  
Maricopa County Tobacco Use Prevention Program  
602-372-8418  
FOR IMMEDIATE RELEASE  
January 30, 2004



## **VALENTINE'S DAY: GIVE THE GIFT THAT KEEPS YOU LIVING**

(Phoenix, AZ) Searching for the perfect Valentine's Day gift for the one you love? Candy is too boring. Jewelry is too expensive. How about life? That's right! Give the gift that keeps you living – **quit smoking**. It is the perfect way to express your love and desire to spend many more years together.

Quitting smoking can be difficult, but free help is available. Maricopa County Tobacco Use Prevention Program (MACTUPP) offers free quit tobacco classes throughout the valley. During these classes, participants learn techniques to help them quit and gain support to be successful. Participants also receive 50% off nicotine replacement therapy, such as the patch or gum. Combining nicotine replacement therapy with a smoking cessation program increases the chances of successfully quitting tobacco.

The following tips may be helpful to those trying to quit:

1. Call Maricopa County Tobacco Use Prevention Program at **602-372-7272** today to sign up for a free class.
2. Ask your doctor or pharmacist about new prescription drugs to help you quit.
3. Set a quit date and stick to it.
4. Use quitter's aids like the nicotine patch, gum or lozenge.
5. Use a support network of family and friends.
6. Find ways to deal with the stress and cravings, like exercise or a hobby.
7. To cope with cravings, use the four Ds. Take deep breaths. Drink lots of water. Do something else. Delay reaching for a cigarette.

For more information on attending a free quit tobacco class, call MACTUPP at **602-372-7272**.

EDITOR'S NOTE: Interviews are available with clients who have successfully quit smoking after completing the MACTUPP classes.

###